

CONTRACT

WITI
9001 North Green Bay Road
Milwaukee, WI 53209-1297
(414)355-6666

<u>Contract / Revision</u>		<u>Alt Order #</u>
572665 /		09710608
<u>Product</u>		
<u>NRSC 2012</u>		
<u>Contract Dates</u>	<u>Estimate #</u>	
10/10/12 - 10/16/12		
<u>Advertiser</u>	<u>Original Date / Revision</u>	
National Republican Senate Committee	09/04/12 / 09/04/12	
<u>Billing Cycle</u>	<u>Billing Calendar</u>	<u>Cash/Trade</u>
EOM/EOC	Broadcast	Cash
<u>Station</u>	<u>Account Executive</u>	<u>Sales Office</u>
WITI	Trevor Heaton	Washington DC
<u>Special Handling</u>		
<u>Demographic</u>		
Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
8201	6087	
<u>Agency Ref</u>	<u>Advertiser Ref</u>	

And:

Strategic Media Services, Inc
3299 K Street NW
Washington, DC 20007

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Totals	
										Type	Spots
N 1 6	10/10/12	10/16/12	M-F 6a-630a	6a-630a			:30			NM	2
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>							
	Week: 10/10/12	10/16/12	MTWTF--	2					\$550.00		
N 2 6	10/10/12	10/16/12	M-F 630a-7a	630a-7a			:30			NM	3
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>							
	Week: 10/10/12	10/16/12	MTWTF--	3					\$550.00		
N 3 6	10/10/12	10/16/12	M-F 7a-730a	7a-730a			:30			NM	3
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>							
	Week: 10/10/12	10/16/12	MTWTF--	3					\$650.00		
N 4 6	10/10/12	10/16/12	M-F 730a-8a	730a-8a			:30			NM	2
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>							
	Week: 10/10/12	10/16/12	MTWTF--	2					\$650.00		
N 5 6	10/10/12	10/16/12	M-F 8a-830a	8a-830a			:30			NM	3
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>							
	Week: 10/10/12	10/16/12	MTWTF--	3					\$550.00		
N 6 6	10/10/12	10/16/12	M-F 830a-9a	830a-9a			:30			NM	2
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>							
	Week: 10/10/12	10/16/12	MTWTF--	2					\$550.00		
N 7 6	10/10/12	10/16/12	M-F 11a-1130a FOX 6	11a-1130a			:30			NM	2
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>							
	Week: 10/10/12	10/16/12	MTWTF--	2					\$315.00		
N 8 6	10/10/12	10/16/12	M-F 1130a-12p FOX 6	1130a-12p			:30			NM	3
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>							
	Week: 10/10/12	10/16/12	MTWTF--	3					\$315.00		
N 9 6	10/10/12	10/16/12	M-F 1p-2p	1p-2p			:30			NM	5
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>							
	Week: 10/10/12	10/16/12	MTWTF--	5					\$150.00		
N 10 6	10/10/12	10/16/12	M-F 3p-4p	3p-4p			:30			NM	5
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>							
	Week: 10/10/12	10/16/12	MTWTF--	5					\$200.00		
N 11 6	10/10/12	10/16/12	M-F 4p-430p	4p-430p			:30			NM	4
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>							
	Week: 10/10/12	10/16/12	MTWTF--	4					\$335.00		

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10/10/12 - 10/16/12	NRSC 2012	

Advertiser	Original Date / Revision
National Republican Sen:	09/04/12 / 09/04/12

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										Type	Spots
		Start Date	End Date	Weekdays							Amount
N 12 6		10/10/12	10/16/12	M-F 430p-5p	430p-5p		:30			NM	2 \$670.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
Week:	10/10/12	10/16/12	MTWTF--					2	\$335.00		
N 13 6		10/10/12	10/16/12	M-F 5p-530p	5p-530p		:30			NM	5 \$2,175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
Week:	10/10/12	10/16/12	MTWTF--					5	\$435.00		
N 14 6		10/10/12	10/16/12	M-F 530p-6p	530p-6p		:30			NM	5 \$2,175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
Week:	10/10/12	10/16/12	MTWTF--					5	\$435.00		
N 15 6		10/10/12	10/16/12	M-F 6p-630p	6p-630p		:30			NM	5 \$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
Week:	10/10/12	10/16/12	MTWTF--					5	\$500.00		
N 16 6		10/10/12	10/16/12	M-F 630p-7p	630p-7p		:30			NM	5 \$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
Week:	10/10/12	10/16/12	MTWTF--					5	\$500.00		
N 17 6		10/10/12	10/16/12	M-F 9-930p	9p-930p		:30			NM	4 \$4,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
Week:	10/10/12	10/16/12	MTWTF--					4	\$1,100.00		
N 18 6		10/10/12	10/16/12	M-F 10p-1035p	10p-1035p		:30			NM	3 \$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
Week:	10/10/12	10/16/12	MTWTF--					3	\$1,000.00		
N 19 6		10/10/12	10/16/12	M-F 1105p-1135p	1105p-1135p		:30			NM	5 \$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
Week:	10/10/12	10/16/12	MTWTF--					5	\$225.00		
N 20 6		10/13/12	10/13/12	Sa 7a-9a	7a-9a		:30			NM	1 \$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
Week:	10/08/12	10/14/12	-----S-					1	\$450.00		
N 21 6		10/13/12	10/13/12	College Football on	various		:30			NM	1 \$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
Week:	10/08/12	10/14/12	-----S-					1	\$2,000.00		
N 22 6		10/13/12	10/13/12	Sa 930p-10p	930p-10p		:30			NM	1 \$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
Week:	10/08/12	10/14/12	-----S-					1	\$1,000.00		
N 23 6		10/14/12	10/14/12	Su 7a-9a	7a-9a		:30			NM	1 \$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
Week:	10/08/12	10/14/12	-----S					1	\$450.00		
N 24 6		10/14/12	10/14/12	FOX News Sunday	9a-10a		:30			NM	1 \$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
Week:	10/08/12	10/14/12	-----S					1	\$250.00		
N 25 6		10/14/12	10/14/12	NFL on FOX 3p	3p-CC		:30			NM	1 \$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
Week:	10/08/12	10/14/12	-----S					1	\$4,000.00		
N 26 6		10/14/12	10/14/12	Fox 6 Post Game Show	various		:30			NM	1 \$2,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
Week:	10/08/12	10/14/12	-----S					1	\$2,750.00		
N 27 6		10/14/12	10/14/12	Su 5p News	5-6p		:30			NM	1 \$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
Week:	10/08/12	10/14/12	-----S					1	\$600.00		
N 28 6		10/14/12	10/14/12	Su 10p-1035p	10p-1035p		:30			NM	1 \$1,400.00

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		Week: 10/08/12	10/14/12	-----S				1	\$1,400.00		

Totals 77 \$44,860.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/16/12	77	\$44,860.00	\$38,131.00
Totals	77	\$44,860.00	\$38,131.00

Signature: _____ **Date:** _____

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